

Application/Control Number: 10/032,684

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CLAIMS PTO

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1. (Currently amended) A method of printing and delivering digital image(s) images from a merged digital image files for one or more recipients, comprising ~~the steps of~~:

- a) a consumer electronically transmitting digital ~~images~~ image(s), demographic information identifying ~~the~~ the consumer or recipient, from a consumer location remote from and over a communication channel to a central receiving agency which stores such ~~images~~ digital image(s) and locator information in memory and provides such locator information to the consumer;
- b) a sponsor electronically transmitting at least one sponsor digital image and demographic requirements identifying consumers and recipients and specifying at least some of the sponsor digital image(s) which based upon correlation between the demographic information and the demographic requirements ~~to that~~ identify at least some of the sponsored digital image(s), from a sponsor location remote from and over a communication channel to a central receiving agency which stores such ~~images~~ sponsor digital image(s) and locator information in memory and provides such locator information to the sponsor;
- c) the consumer identifying a particular stored image in the memory using the corresponding image locator information and the recipient location of one or more recipients;
- d) merging into a the digital image file the consumer identified digital image(s) image and the corresponding sponsor digital image(s) images;
- e) transmitting the corresponding merged digital image file for the identified particular stored image in the memory and display such image and the merged information to the printing location of the consumer or identified recipient(s);
- f) printing ~~the a merged~~ digital image from the merged digital image file at the printing location corresponding to consumer identified recipient(s) and delivering the printed merged image in a package or postcard to the location corresponding to the recipient(s); and
- g) the sponsor making at least partial payment to the central receiving agency for the printing and delivering the merged digital image file.

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2. *(Previously Presented)* The method of claim 10 wherein steps (a) and (c) are preformed simultaneously.
3. *(Previously Presented)* The method of claim 10 wherein the recipient location information includes a distribution list originally resident in a personal computer or in a central server managed by the central receiving agency.
4. *(Previously Presented)* The method of claim 10 wherein the recipient location information includes the address of each of the recipients and wherein the printed image is delivered by mail to the address of each of the recipients.
5. *(Previously Presented)* The method of claim 10 wherein the sponsor digital image(s) includes advertising information.
6. <sup>6/8</sup> *(Currently amended)* The method of claim 1 further including the step of extracting demographic information from the recipient's address and correlating recipient demographic information to permit particularizing of information included in the package or postcard sent to one or more recipients.

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7. *(Previously Presented)* The method of claim 10 wherein the package or postcard includes a digital audio file.

8. *(Previously Presented)* The method of claim 10 wherein the package or postcard includes a digital video.

9. *(Previously Presented)* The method of claim 10 wherein the central receiving agency provides bills or charges to the consumer and the selected sponsor(s) for the printing and delivery of the package or postcard.

10. *(Currently Amended)* A method of printing and delivering digital image(s) from a merged digital image files for one or more recipients, comprising:

a) a consumer electronically transmitting digital image(s) and consumer information including image locator information, recipient location information and demographic information,

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other than address information, identifying the consumer or recipient, from a consumer location remote from and over a communication channel to a central receiving agency which stores such digital image(s) and locator information in a memory, wherein the demographic information includes at least one of age, ethnicity, or income:

b) a plurality of sponsors each electronically transmitting at least one sponsor digital image and demographic requirements identifying consumers and recipients to the central receiving agency;

c) the consumer identifying a particular stored image in the memory using the corresponding image locator information and the recipient location information of one or more recipients,

d) the central receiving agency selecting one or more sponsor's digital image(s) based upon a correlation between the demographic information provided by the consumer and the demographic requirements provided by the sponsor(s);

e) the central receiving agency merging into a digital image file the consumer identified digital image(s) and the corresponding selected sponsor digital image(s) selected by the central receiving agency;

f) transmitting the corresponding merged digital image file for the identified particular stored image in the memory and display such image and the merged information to the printing location of the consumer or identified recipient(s);

g) printing the merged digital image file at the printing location corresponding to consumer identified recipient(s) and delivering the printed merged image file in a package or postcard to the location corresponding to the recipient(s); and

h) the sponsor making at least partial payment to the central receiving agency for the printing and delivering the merged digital image file.